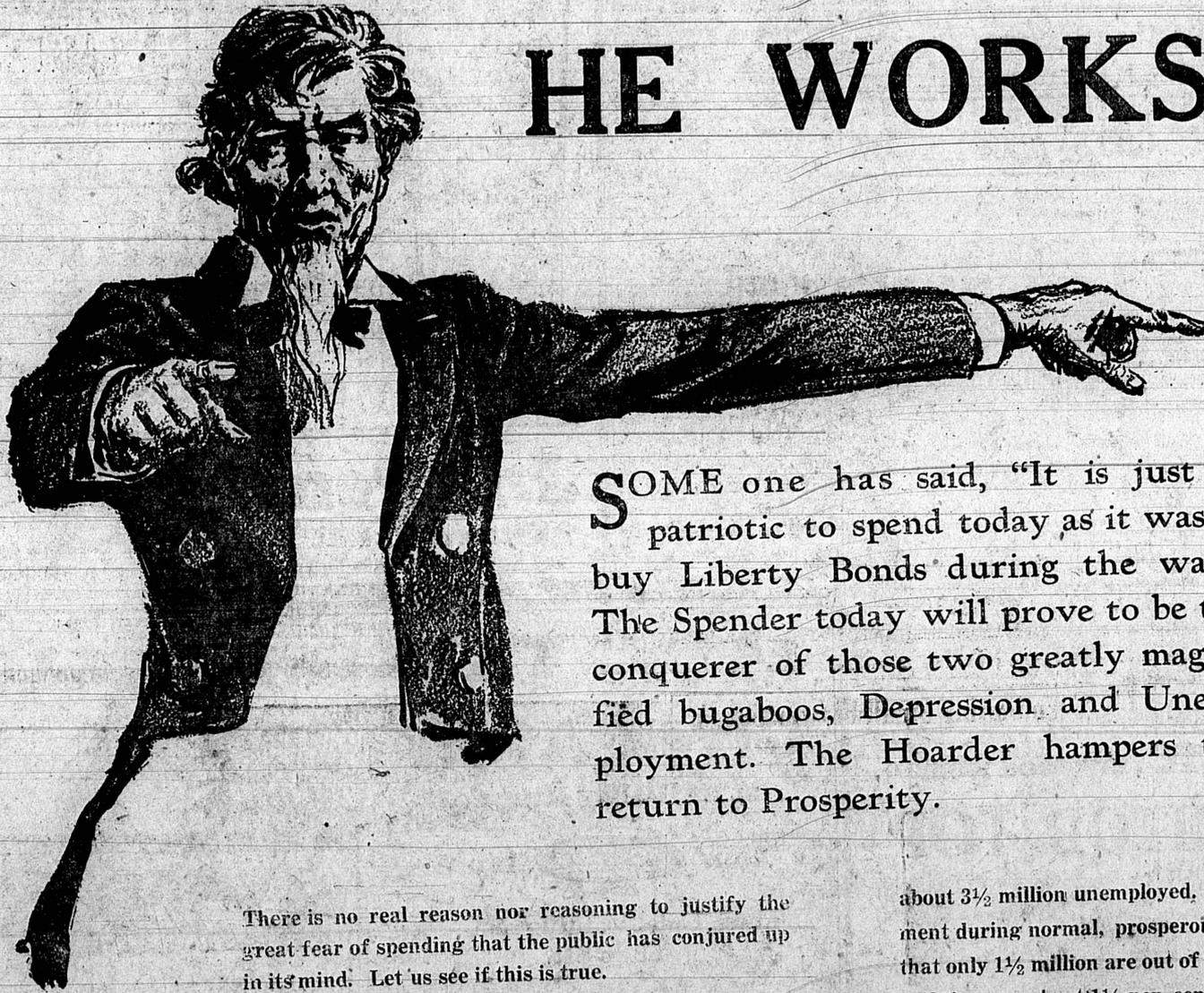


YOU BUY —

HE WORKS!



SOME one has said, "It is just as patriotic to spend today as it was to buy Liberty Bonds during the war." The Spender today will prove to be the conquerer of those two greatly magnified bugaboos, Depression and Unemployment. The Hoarder hampers the return to Prosperity.

There is no real reason nor reasoning to justify the great fear of spending that the public has conjured up in its mind. Let us see if this is true.

Depression is due to lack of business. When the public stops buying, demand ceases and when demand ceases production halts and when production halts unemployment remains stagnant. So depression is a direct and definite result of the lack of spending.

The public has the means to buy for only a small percentage are actually unemployed. Let us see if this is true. Of America's 120 million population there are approximately 100 million able to work. There are today

about 3½ million unemployed. The average unemployment during normal, prosperous times is 2 million so that only 1½ million are out of work today over the normal times or about 1½ per cent of the working population.

The rest of the people can buy if they will. They have the means, the need, the desire if they will only banish fear.

Spend and you create demand . . . create demand and you start production . . . start production and you diminish unemployment. Money in circulation is the only solution to national and individual Prosperity.

FIRST NATIONAL BANK
OF TORRANCE